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VIA HAND DELIVERY

Mr. William F. Caton
Acting Secretary
Federal Communications Commission
1919 M Street, N.W.
Room 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Mr. Caton:

On behalf of Los Cerezos Television Company, there is transmitted herewith an original and four copies of the Petition for Partial Reconsideration and Clarification of the Fifth and Sixth Reports and Orders Submitted by Los Cerezos Television Company, in the matter of advanced television systems and their impact upon the existing television broadcast service (MM Docket No. 87-268).

If any additional information is desired in connection with this matter, please contact the undersigned counsel.

Very truly yours,



Ross G. Greenberg

RGG:rg
Enclosure

94711/061397/02:23

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BEFORE THE
Federal Communications Commission
WASHINGTON, D.C. 20554

ORIGINAL

In the Matter of)
)
Advanced Television Systems)
and Their Impact Upon the) MM Docket No. 87-268
Existing Television Broadcast)
Service)

To: The Commission

**PETITION FOR PARTIAL RECONSIDERATION AND CLARIFICATION
OF THE FIFTH AND SIXTH REPORTS AND ORDERS
SUBMITTED BY LOS CEREZOS TELEVISION COMPANY**

Los Cerezos Television Company ("Los Cerezos") is the licensee of low power television station WMDO-LP, Channel 48, Washington, D.C. ("WMDO"). In the Sixth Report & Order (the "Sixth R&O"), the Commission paired DTV Channel 48 with NTSC Channel 4, WRC-TV (NBC), Washington, D.C. WMDO will therefore be "displaced" by WRC-TV's DTV operation. Because NBC, the licensee of WRC-TV, has committed to begin DTV broadcasts in Washington by November 1998, Los Cerezos anticipates that WMDO will be among the first low power television stations displaced by DTV. The Commission's handling of WMDO's displacement will therefore be watched closely by the industry as indicative of the Commission's commitment to preserving LPTV broadcasting where feasible.

**I. WMDO WILL BE FORCED OFF THE AIR
AS A RESULT OF THE SIXTH R&O.**

**A. WMDO Is the Only Source of Local Television News and Information
Programming for Washington's Spanish-Speaking Community.**

WMDO is used to being a leader. According to Los Cerezos' records, WMDO was the second LPTV station to go on the air in the United States. WMDO started broadcasting in 1980 pursuant to an experimental authorization before the FCC created the LPTV service. Since 1980, WMDO has provided an uninterrupted Spanish-language broadcasting service to the Washington metropolitan area.

WMDO is the most-watched station in Hispanic households in Washington. *See* Spanish Television Audience Research Condensed Market Report, attached hereto as Exhibit A. As Exhibit A shows, WMDO garnered a 76 percent share of all television viewing — full power or low power, Spanish or English-language — in Hispanic households, 9 a.m. to midnight, Monday through Sunday, during the Fall 1996 rating period.

Furthermore, WMDO is the only Spanish-language television station in the Washington metro area that produces a daily local newscast for its viewers. WMDO therefore serves as an important and often solitary source of critical news for the Spanish-speaking community in the Washington, D.C. metropolitan area. WMDO also provides weekly social affairs, children's educational and political discussion programming, in addition to daily national Spanish-language news programs.^{1/}

^{1/} WMDO's service has not gone unrecognized. For example, the District of Columbia commended WMDO for its role in covering the Mount Pleasant disturbances in 1991, and in alerting the Hispanic community to the District's water contamination problem.

B. WMDO Will Be Displaced by the Allotment of DTV Channel 48 to WRC-TV.

The DTV Allotments/Assignments in the Sixth R&O put the future of WMDO's continued service to its community in serious jeopardy. In the Sixth R&O, the Commission assigned Channel 48 to WRC-TV, the NBC-owned station currently broadcasting on NTSC Channel 4. NBC has committed to establishing WRC-TV as one of the first television stations in the country to make the transition to DTV service. In fact, WRC-TV has already engaged in experimental DTV broadcasts in Washington, although not on Channel 48.

C. No Substitute Channel Is Available for WMDO Under the Current Rules.

Immediately upon release of the Sixth R&O, Los Cerezos retained the engineering consulting firm of du Treil, Lundin & Rackley, Inc. to determine if there is another channel on which WMDO can operate.^{2/} A summary of the results of du Treil, Lundin & Rackley's study is attached hereto as Exhibit B. As the summary shows, no alternative channel is available to WMDO under the FCC's current rules.

Moreover, even if such a channel could be found, the Commission's Low Power Television Branch has advised LPTV licensees that it will not accept applications from displaced LPTV stations until the station operating on the conflicting DTV channel actually files an application for license. Because a television station does not generally file an application for license until it has already commenced operation on facilities previously authorized by the

^{2/} The proposed DTV Table of Allotments included in the Commission's August 14, 1996, Sixth Further Notice of Proposed Rulemaking did not contain any assignment of Channel 48. Channel 48 was first proposed for DTV use by the Commission in the Sixth R&O.

Commission under a construction permit, the Low Power Television Branch's position means that a displaced LPTV station cannot even apply for an alternative channel until it has been forced off the air by a DTV station.

There is no reason to require WMDO or any other similarly situated station to delay its filing of a displacement application. Because the allotment of DTV Channel 48 to WRC-TV effectively uproots WMDO, it should be considered displaced now and permitted to file an application for an alternative channel before WRC-TV actually starts broadcasting on DTV Channel 48.

II. THERE ARE TWO ALTERNATIVES, BOTH CONSISTENT WITH THE GOALS UNDERLYING THE SIXTH R&O GENERALLY, WHICH, IF IMPLEMENTED, WOULD PERMIT WMDO TO CONTINUE BROADCASTS.

Although Los Cerezos's preliminary research has uncovered no alternate channel under the Commission's existing rules, Los Cerezos has determined that a channel could be available if the Commission fine-tuned the DTV Allotments/Assignments or its rules. Two proposals are set forth below. Each proposal, mindful of all issues which the Commission must consider, offers a viable means of allowing WMDO to continue to broadcast to Washington's Spanish-speaking community, while preserving the integrity of the DTV Table and all existing broadcast services.

Los Cerezos recognizes that LPTV stations are secondary to full power stations. In June of 1980, it began broadcasting over Channel 56 as experimental low power television station in the continental United States. Los Cerezos believes that it was the second LPTV station in operation in the U.S. In 1982, Los Cerezos's station on Channel 56 was displaced by full-power WNVC, Channel 56, Fairfax, Virginia. Los Cerezos bought W14AA from the licensee

of WNVC and began low power operations on Channel 14 in early November, 1982. Los Cerezos was then displaced from Channel 14 when WTMW, Arlington, Virginia began full-power operations on that channel. Los Cerezos began operation on Channel 48 in June 1991. While Los Cerezos acknowledges LPTV's secondary status to NTSC television and to land mobile stations, this status does not mean that the Commission may make decisions that effectively force such stations off the air in order to make room for other services.

Recognizing the importance of LPTV service, the Commission adopted several measures designed to mitigate the impact of DTV implementation on LPTV stations in the Sixth R&O. See Sixth R&O at ¶¶ 6, 11, 81, 114, 142. Because WMDO's history and its location makes it one of the most prominent LPTV stations nationwide, the LPTV industry will no doubt look to this case to see how the Commission will treat other LPTV stations displaced by DTV.

A. The Commission Could Designate DTV Channel 69 for Use by WRC-TV and Allow WMDO to Continue to Broadcast on Channel 48.

It appears that DTV Channel 69 is available for use by WRC-TV. Instead of assigning DTV Channel 48 to WRC-TV, the Commission could assign DTV Channel 69.^{3/} By designating DTV Channel 69 for WRC-TV, WMDO could continue uninterrupted service in on Channel 48 in Washington.

^{3/} Channel 69 is unavailable to WMDO, because WMDO's operation on Channel 69 would violate the 15-channel spacing taboo to WNUV-TV, NTSC Channel 54, Baltimore.

B. The Commission Could Give Displaced LPTV Stations Preference Over the Pending LPTV Applications for New Stations or for Major Modifications to Existing Stations Not Necessitated by DTV Allotments/Assignments.

Under the Commission's existing rules, a displaced LPTV station may not use the displacement rules to apply for any channel for which there is a pending mutually exclusive application, regardless of whether the pending application is for a new station or for modification of existing station not displaced by DTV or for any other reason. *See Low Power Television and Television Translator Service*, 2 FCC Rcd 1278, 1279 (1987). The Commission should modify this rule and give displaced LPTV stations like WMDO preference over pending mutually exclusive applications not involving displaced stations.

The Commission has recognized the value of uninterrupted LPTV broadcast service to the public. *Id.*, at 1228 (noting that the rules adopted "will contribute greatly to the orderly development and stability of the low power television service"). In the *Sixth R&O*, the Commission has expressed its desire to minimize the impact on LPTV of the transition to DTV and relocate as many existing LPTV stations as possible. *Sixth R&O* at ¶¶ 6, 11, 114, 143. It therefore seems contrary to such ideals to give new applicants a preference over established LPTV stations displaced by DTV. If the Commission is truly committed to the stability of the LPTV industry and minimizing the disruption of established stations, it should relax its prohibition against the submission of displacement applications proposing operation on channels for which other applications are pending and give displaced, long-standing stations like WMDO a preference over applicants for new stations or for modifications to existing facilities.

III. THE COMMISSION SHOULD RECONSIDER ITS DECISION TO REALLOCATE SPECTRUM USED FOR TELEVISION BROADCASTING TO OTHER SERVICES.

As a policy matter, the FCC's decision to reallocate spectrum currently used for television broadcasting to other services makes no sense so long as the demand for the spectrum by existing television broadcast services exceeds the supply. Never has the Commission forced existing services off the air to accommodate new unspecified services. Yet, unless modified, the Commission's decision in the Fifth and Sixth Report & Orders will force WMDO off the air and deprive its Spanish-language audience of its only source of local television news programming.

The Commission has given no reason why the public should be deprived of an existing service other than a desire to raise money for the U.S. Treasury. At the same time, the Commission has continued to give away large chunks of virgin spectrum to other services. So long as other spectrum remains available for auction, the Government's need for quick cash does not justify its destruction of an existing service.

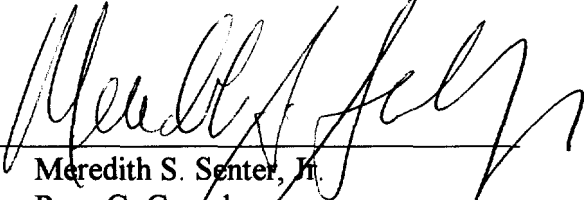
Until the Commission is able to accommodate existing services like WMDO's, it should not make a decision to reallocate existing television broadcast spectrum to other services. Instead the Commission should allot Channel 60 through 69 for DTV use on a co-equal basis with other channels, thereby reserving spectrum for existing LPTV services (and, not incidentally, reducing interference to full power stations created by the current DTV Allotments/Assignments). This alternative is clearly in the best interests of the viewing public, as it would enable the public to continue to receive all stations which it has come to value and enjoy.

IV. CONCLUSION

Since 1980, Los Cerezos has provided informative, educational and entertainment programming to Spanish-language viewers in the Washington, D.C. area. Today, WMDO is the viewing choice of a majority of Hispanic households in the Washington metro. The rules as adopted in the Sixth R&O would force WMDO off the air. Adoption of the Commission of one of the alternatives proposed by Los Cerezos would enable WMDO to remain on the air and continue its valued service to Washington's Spanish-speaking community.

Respectfully submitted,

LOS CEREZOS TELEVISION COMPANY

By: 
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Leventhal, Senter & Lerman
2000 K Street, NW
Suite 600
Washington, D.C. 20006

June 13, 1997

Its Attorneys

EXHIBIT A



TELEVISION

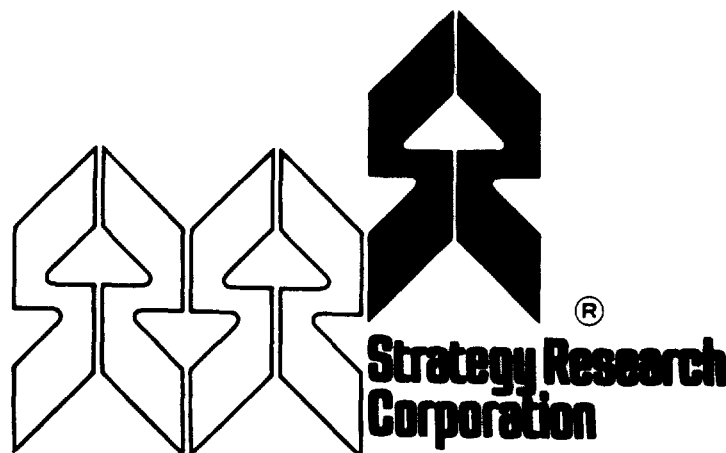
AUDIENCE ESTIMATES

SPANISH TELEVISION AUDIENCE RESEARCH

WASHINGTON D.C.

OCTOBER 26 - NOVEMBER 22, 1996

CONDENSED MARKET REPORT



STRATEGY RESEARCH CORPORATION

STAR METHODOLOGY

The audience estimates published in STAR (SPANISH TELEVISION AUDIENCE RESEARCH) reports are derived from survey data designed and executed by Strategy Research Corporation. Measurements are published in quantitative terms. The use of such mathematical terms does not imply that the estimates are precise.

THE INTERVIEWERS

Strategy Research Corporation (SRC) interviewers are bilingual and generally residents of the area being surveyed. Prior to field work, they are organized into "interviewer teams" (typically composed of 3 interviewers.) The interviewing within each sampling point is divided among the team members.

Each team is accompanied in-the-field by a SRC supervisor. The supervisor maintains visual contact with the interviewers whenever possible (except when the interviewer is inside the household), checks every questionnaire immediately following the completion of each household interview, and will mandate the interviewer return to the household if there are any errors or incomplete entries. Additionally, the supervisor revisits a minimum of 20% of the households to validate the interview.

THE INTERVIEW

This survey employs the personal in-home interview. Interviewers are sent to pre-selected areas within the survey area with specific instructions to interview respondents in their homes. Interviewers are instructed to obtain from the respondents their actual viewing and not their general preferences.

All households are approached in Spanish. The question "Are you Hispanic or of Hispanic Origin?" is asked to qualify respondents (self-identified Hispanic) which follows U.S. Census practice. Only respondents who identify themselves as Hispanic are interviewed. The interview is then conducted in Spanish or English depending on the preference of the respondent. The interviewer is instructed to elicit from the respondent(s) yesterday's television viewing. To obtain this information the interviewer proceeds, hour by hour, throughout the day. Respondents are asked "What program, station or channel did you watch?" The program named by the respondent is recorded by the interviewer next to the appropriate station listed on the questionnaire. The interviewers will probe in order to gather a complete listing of all the respondent's viewing activities. This is a planned procedure. With the goal of providing as much structure as possible to the interview situation, interviewers are thoroughly trained in order to gather the television viewing data accurately.

Interviewing begins after 3:00 PM Monday through Friday and after 10:00 AM on Saturday. All household members over the age of two (2), who are present at the time of the interview, are interviewed regarding their viewing. A respondent cannot report the TV viewing for a non-present family member.

THE QUESTIONNAIRE

Questionnaires are provided to the interviewer to record the respondent's answers. It is printed in both Spanish and English for the convenience of the interviewer. The questionnaire is never given or shown to the respondent. In order to facilitate data entry by the interviewer, a listing of stations' call letters and channel numbers are pre-printed on the questionnaire for each market surveyed. SRC makes every effort to include all major facilities serving the survey area. However, if the respondent mentions a station not listed, the interviewer is instructed to write in the station in the space provided. For probing, in cases where the respondent may be confused and/or cannot identify a program or station, the interviewer carries a listing of the local market's TV programming as reference. This program listing is for the interviewer's use only and is never shown to the respondent. All answers from the respondents are unaided recall of yesterday's viewing.

SAMPLING

Strategy Research Corporation utilizes a stratified random probability sample for the STAR surveys. The county or group of counties making up the ADI is usually the organizational unit for sampling procedures. The total number of sampling points is distributed among those counties that make up at least 90% of the Hispanic population in direct proportion to the population distribution within those counties. Sampling points are selected at random from census tract and block statistics provided by the Bureau of the Census. The Census provides the Hispanic population by tract and block for most areas. Thus, by using a statistical counting procedure (selection of a random number starting point and skip interval) the sample blocks are delineated.

In some instances, primarily in rural areas, block statistics may not be available. If this occurs, an alternative statistical procedure will be employed involving a random process of sampling point selection.

(CONTINUED ON INSIDE BACK COVER)

WASHINGTON D.C.

Spanish Television Audience Research

October 26 - November 22, 1996

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Spanish Television Audience Research

FUTURE SURVEY DATES

Spring 1997	April 26 - May 23
Fall 1997	October 18 - November 15
Spring 1998	April 25 - May 22

DATA PERTINENT TO THE SURVEY

1. Survey Period: October 26 - November 22, 1996
2. Survey Area: Washington D.C.
38 County A.D.I.

DATA PERTINENT TO THE SURVEY

Washington D.C. ADI

3. Demographic Profile/Sample Size:

<u>Age/Sex</u>	<u>Population Estimates*</u>	<u>In-Tab Sample</u>
Men 18-20	11,200	6
Men 21-24	19,200	10
Men 25-34	45,900	58
Men 35-49	33,300	62
Men 50-54	4,900	5
Men 55-64	6,300	2
Men 65 +	3,600	3
Men 18 +	124,400	146
Women 18-20	8,800	8
Women 21-24	14,800	18
Women 25-34	39,100	65
Women 35-49	33,900	60
Women 50-54	6,400	5
Women 55-64	8,300	4
Women 65 +	7,100	2
Women 18 +	118,400	162
Teens Fem 12-17	13,500	8
Teens Male 12-17	12,300	5
Children Fem 2-5	10,500	5
Children Male 2-5	11,200	5
Children Fem 6-11	12,900	4
Children Male 6-11	13,800	3
Total Persons 2 +	317,000	336
Households	95,000	167

* U.S. Department of Commerce, Bureau of the Census;
Strategy Research Corporation

DATA PERTINENT TO THE SURVEY

Cable Penetration	60%
VCR Ownership	90%
TV Sets per Household	2.0
Language of interview	
Spanish	99%
English	1%
Language spoken most often at home	
Only Spanish	57.1%
Mainly Spanish	34.5%
50/50	8.3%
Mainly English	0%
Only English	0%
Country of Origin	
El Salvador	69.6%
Nicaragua	3.6%
Guatemala	3.6%
Puerto Rico	1.8%
Mexico	8.9%
Bolivia	1.8%
Peru	.6%
Other	10.1%

DEFINITION OF TERMS

Ratings:

The audience size expressed as a percentage of the total population base. A 12 rating for Men 18 + means that 12% of the adult Hispanic Males in the population were viewing that station

$$\text{Rating (\%)} = \frac{\text{Viewers (or Households)}}{\text{Total Population (or Households)}} .$$

Projection:

A translation of percent (%) figures to the number of persons viewing - also referred to as "Average Persons." These projections are rounded to the nearest thousand.

Cumulative Audience Estimates:

Weekly circulation figures indicating the number of different viewers in a time period during the course of a (five or seven day) week. It is a measure of unduplicated audience. Also referred to as Reach or Cume.

Sets In Use Share:

For those TV sets in use during the specified time period, this percentage represents the proportion of sets tuned to each station.

Share:

The percent of households using television that are tuned to a particular station or program.

Gross Rating Points (GRPs):

The average rating for a given station at a given time period multiplied by the number of commercials or spots.

$$\text{GRPs} = \text{Average Rating} \times \text{Number of Spots}$$

AUDIENCE ESTIMATES

STATION	TIME	PROGRAM	SETS IN USE SHARE	HOUSEHOLD RHS 000 PCT	TOT PER RHS 000 PCT	WOMEN									
						18+	18-24	25-34	35-44	45-54	55-64	65-74	75-84	85-94	95-104
						NUM	RTG	NUM	RTG	NUM	RTG	NUM	RTG	NUM	RTG
9:00AM - NOON															
WRC	4				1	1	1								
WTTG	5		10	1	1	1	1								
WJLA	7														
WUSA	9				6	2									
WDCA	20				1										
WETA	26														
WSIT	42														
WNDO	48		87	9	9	17	5	9	8	8	8	5	8	5	7
W64B	84														
MISC	96				1										
		HUT/PUT	100	11	12	27	9	11	9	9	9	7	11	6	8
9:00AM - MIDNIGHT															
WRC	4		3	1	1	1	1								
WTTG	5		5	2	2	10	3	1	1						
WJLA	7					1									
WUSA	9				2	1									
WDCA	20		3	1	1	2	1								
WETA	26				2										
WSIT	42														
WNDO	48		78	30	32	60	19	30	25	25	26	17	27	18	25
W64B	84		10	4	4	7	2	2	2	2	2	1	2	2	3
W64B	84		3	1	1	3	1								
MISC	96														
		HUT/PUT	100	40	42	86	27	36	30	30	31	19	30	22	29
NOON - 4:00 P.M.															
WRC	4		5	1	1	1	1								
WTTG	5		5	1	1	7	2								
WJLA	7														
WUSA	9				1	1									
WDCA	20				2	1									
WETA	26														
WSIT	42														
WNDO	48		82	18	19	25	8	20	17	16	17	12	19	11	15
W64B	84		9	2	2	4	1	1	1	1	1	1	2	1	1
W64B	84														
MISC	96														
		HUT/PUT	100	23	24	41	13	23	19	19	20	13	21	13	16
4:00 P.M. - 6:00 P.M.															
WRC	4		1	1	1	2	1	1	1						
WTTG	5		9	6	6	29	9	1	1						
WJLA	7					2	1								
WUSA	9				1	1									
WDCA	20		1	1	1	4	1								
WETA	26														
WSIT	42		1	1	1	2	1	1	1	1	1	1	2		
WNDO	48		73	51	54	105	33	53	45	43	45	27	43	33	45
W64B	84		14	10	11	18	6	6	5	6	6	4	6	5	7
W64B	84		1	1	1	3	1								
MISC	96														
		HUT/PUT	100	66	69	165	52	63	53	52	54	32	51	39	53
6:00 P.M. - 8:00 P.M.															
WRC	4		1	1	1	2	1	1	1						
WTTG	5		10	7	7	24	8	3	3						
WJLA	7					2	1								
WUSA	9		1	1	1	3	1	1	1						
WDCA	20		1	1	1	3	1	1	1						
WETA	26														
WSIT	42														
WNDO	48		78	56	59	120	38	56	47	46	48	28	45	35	48
W64B	84		7	5	5	7	2	4	3	4	4	2	3	3	4
W64B	84		4	3	3	6	2	2	2	1	1	1	2	1	1
MISC	96														
		HUT/PUT	100	69	73	165	52	65	55	54	56	34	54	41	56

TIME STATION	ADULTS										ADULTS				TEEN		CHILDREN	
	18+	18-24	25-34	35-44	45-54	55-64	65-74	75-84	85+	90+	18+	18-24	25-34	35-44	18+	18-24	5-11	12-17
9AM-NOON																		
WRC 4											1		1	1				
WTTG 5																		
WJLA 7																		
WUSA 9	1	1															6	12
WDCA 20	1	1																
WETA 26																		
WSIT 42																		
WMOD 48	2	2	2	2	1	1	1	1	1	1	10	5	6	4	2	8	4	8
W64B 64																		
MISC 86															1	4		
HUT/PUT	3	2	2	2	2	3	1	1	1	1	11	5	8	6	3	12	10	21
9AM-12MID																		
WRC 4																		
WTTG 5	1	1			1	1					2	1		1	2	8	6	12
WJLA 7																		
WUSA 9	1	1															1	2
WDCA 20	1	1																
WETA 26																		
WSIT 42																		
WMOD 48	22	18	20	18	14	18	14	18	15	18	45	22	31	22	4	16	4	8
W64B 64	4	3	3	3	2	3	3	4	3	4	6	3	4	3				
MISC 86	1	1	1	1							1		1	1	1	4	1	2
HUT/PUT	30	24	26	24	18	24	18	23	20	24	55	27	37	27	7	27	13	27
NOON-4PM																		
WRC 4																		
WTTG 5																		
WJLA 7																		
WUSA 9	1	1																
WDCA 20	1	1																
WETA 26																		
WSIT 42																		
WMOD 48	3	2	3	3	2	3	1	1	1	1	19	9	14	10	2	8	1	2
W64B 64	2	2	1	1	1	1	1	1	1	1	2	1	2	1				
MISC 86																		
HUT/PUT	8	6	4	4	3	4	2	3	2	2	22	11	17	12	3	12	8	17
4PM-6PM																		
WRC 4											1		1	1				
WTTG 5											1		1	1				
WJLA 7	1	1																
WUSA 9	1	1																
WDCA 20	1	1																
WETA 26																		
WSIT 42	1	1	1	1							2	1	1	1				
WMOD 48	44	35	40	36	28	37	28	35	30	36	82	40	55	40	5	19	5	10
W64B 64	10	8	10	9	6	8	9	11	9	11	16	8	10	7	1	4	1	2
MISC 86	1	1																
HUT/PUT	80	48	51	47	35	46	38	48	41	49	103	50	88	49	13	50	30	82
6PM-8PM																		
WRC 4											1				1	4		
WTTG 5	3	2	3	3	3	4	1	1	1	1	5	2	5	4	7	27	12	25
WJLA 7																		
WUSA 9	2	2																
WDCA 20	1	1									1		1	1	1	4	1	2
WETA 26																		
WSIT 42																		
WMOD 48	52	42	48	44	33	43	35	44	37	44	93	45	82	45	6	23	6	12
W64B 64	3	2	2	2	1	1	2	3	3	4	6	3	4	3				
MISC 86	2	2	2	2	2	3	1	1	1	1	3	1	2	1	1	4	2	4
HUT/PUT	63	51	56	51	39	51	39	49	42	50	109	53	73	53	15	58	22	45

STATION	TIME	PROGRAM	SETS		HOUSEHOLD		TOT PER		18-34		35-49		50-64		65+	
			ADULTS	SHARE	ADULTS	PCT	ADULTS	PCT	ADULTS	PCT	ADULTS	PCT	ADULTS	PCT	ADULTS	PCT
7:00 P.M. - 9:00 P.M.																
WRC	4		1		1	1	2	1	1	1						
WTTG	5		5		4	4	12	4	2	2	2	2	1	2		
WJLA	7		1		1	1	2	1								
WUSA	9								1	1					1	1
WDCA	20		3		2	2	3	1	1	1	1	1		1	1	1
WETA	26															
WSIT	42						1									
WMOD	48		74		54	57	114	36	58	49	49	51	31	49	36	49
W64B	64		12		9	9	14	4	6	5	6	6	3	5	5	7
MTSC	96		5		4	4	9	3	2	2	1	1	1	2	1	1
		HUT/PUT	100		73	77	157	50	68	57	58	60	37	59	44	60
7:00 P.M. - 10:00 P.M.																
WRC	4		1		1	1	2	1	1	1						
WTTG	5		4		3	3	10	3	1	1	1	1	1	2	1	1
WJLA	7		1		1	1	2	1								
WUSA	9		1		1	1	1	1								
WDCA	20		1		1	1	3	1	1	1	1	1		1	1	1
WETA	26															
WSIT	42						1									
WMOD	48		75		53	56	113	36	56	47	47	49	30	48	35	48
W64B	64		10		7	7	12	4	5	4	5	5	2	3	4	5
MTSC	96		6		4	4	9	3	2	2	1	1	1	2	1	1
		HUT/PUT	100		74	78	153	48	65	55	55	57	35	56	42	58
7:00 P.M. - 10:30 P.M.																
WRC	4		1		1	1	2	1	1	1						
WTTG	5		4		3	3	9	3	1	1	1	1	1	2	1	1
WJLA	7		1		1	1	2	1								
WUSA	9		1		1	1	1	1								
WDCA	20		1		1	1	3	1	1	1	1	1		1	1	1
WETA	26															
WSIT	42						1									
WMOD	48		76		51	54	106	33	50	42	42	43	28	45	32	44
W64B	64		10		7	7	12	4	4	3	4	4	2	3	4	5
MTSC	96		4		3	3	8	3	1	1	1	1	1	2	1	1
		HUT/PUT	100		71	75	142	45	60	51	51	53	32	51	39	53
7:00 P.M. - 11:00 P.M.																
WRC	4		2		1	1	2	1	1	1						
WTTG	5		5		3	3	8	3	1	1	1	1	1	2	1	1
WJLA	7		2		1	1	2	1								
WUSA	9		2		1	1	1	1								
WDCA	20		2		1	1	2	1	1	1	1	1		1	1	1
WETA	26															
WSIT	42						1									
WMOD	48		75		48	51	99	31	46	39	39	40	26	41	29	40
W64B	64		11		7	7	11	3	4	3	4	4	2	3	4	5
MTSC	96		5		3	3	7	2	1	1	1	1	1	3	1	1
		HUT/PUT	100		68	72	134	42	55	46	47	49	30	48	36	49
8:00 P.M. - 11:00 P.M.																
WRC	4		2		1	1	3	1	1	1						
WTTG	5		3		2	2	4	1	1	1	1	1	1	2	1	1
WJLA	7		2		1	1	2	1								
WUSA	9		2		1	1	1	1								
WDCA	20		2		1	1	3	1	1	1	1	1		1	1	1
WETA	26															
WSIT	42						1									
WMOD	48		75		46	48	95	30	43	36	36	37	24	38	27	37
W64B	64		11		7	7	11	3	4	3	4	4	2	3	4	5
MTSC	96		5		3	3	7	2	1	1	1	1	1	3	1	1
		HUT/PUT	100		68	72	126	40	51	43	43	45	27	43	33	45

SPCF21

TIME STATION PROGRAM	SETS TO USE SHARE	HOUSEHOLD MEM KTS 000 PCT		TOT PER MEM KTS 000 PCT	WOMEN									
					18- MEM KTS 000 PCT	18- MEM KTS 000 PCT	18- MEM KTS 000 PCT	18- MEM KTS 000 PCT	18- MEM KTS 000 PCT	18- MEM KTS 000 PCT	18- MEM KTS 000 PCT	18- MEM KTS 000 PCT	18- MEM KTS 000 PCT	18- MEM KTS 000 PCT
9:00 A.M. - NOON														
WRC 4	4	1	1	1										
WTTG 5	4	1	1	7 2	1	1	1	1	1	2				
WJLA 7														
WUSA 9	4	1	1	3 1	1	1	1	1	1	2	1	1	1	1
WDCA 20														
WETA 26	4	1	1	2 1										
WSIT 42					1	1								
WMDO 48	78	19	20	28 9	12	10	12	12	9	14	9	12	9	11
W64B 64														
MISC 96	4	1	1	1	1	1	1	1	1	2				
HUT/PUT	100	22	23	44 14	16	14	15	16	12	19	10	14	10	13
NOON - 4:00 P.M.														
WRC 4	4	2	2	11 3	1	1	1	1	1	2	1	1	1	1
WTTG 5	2	1	1	1										
WJLA 7														
WUSA 9														
WDCA 20														
WETA 26														
WSIT 42														
WMDO 48	80	36	38	60 19	26	22	24	25	17	27	17	23	18	23
W64B 64	7	3	3	6 2	3	3	3	3	1	2	3	4	3	4
MISC 96	4	2	2	5 2	1	1	1	1	1	2	1	1	1	1
HUT/PUT	100	45	47	83 26	32	27	29	30	19	30	22	30	23	29
1:00 P.M. - 6:00 P.M.														
WRC 4	6	3	3	12 4	2	2	2	2	1	2	1	1	1	1
WTTG 5	2	1	1	1										
WJLA 7														
WUSA 9														
WDCA 20														
WETA 26														
WSIT 42														
WMDO 48	80	42	44	67 21	28	24	27	28	19	30	21	29	21	26
W64B 64	8	4	4	7 2	4	3	4	4	2	3	4	5	4	5
MISC 96	4	2	2	3 1	1	1	1	1	1	2	1	1	1	1
HUT/PUT	100	50	53	93 29	36	30	34	35	23	37	27	37	28	35
4:00 P.M. - 7:00 P.M.														
WRC 4	2	1	1	1										
WTTG 5	5	3	3	16 5	2	2	2	2	1	2	1	1	2	3
WJLA 7	2	1	1	1										
WUSA 9	2	1	1	1										
WDCA 20														
WETA 26	2	1	1	1										
WSIT 42														
WMDO 48	78	50	53	86 27	33	28	31	32	21	33	26	36	27	34
W64B 64	8	5	5	9 3	5	4	5	5	4	6	5	7	5	6
MISC 96	2	1	1	2 1	1	1	1	1	1	2	1	1	1	1
HUT/PUT	100	56	59	118 37	43	36	40	41	27	43	33	45	35	44
7:00 P.M. - 11:00 P.M.														
WRC 4	1	1	1	2 1										
WTTG 5	3	2	2	4 1	1	1							1	1
WJLA 7														
WUSA 9	1	1	1	2 1										
WDCA 20	3	2	2	2 1										
WETA 26	1	1	1	1	1	1	1	1	1	2	1	1	1	1
WSIT 42														
WMDO 48	75	53	56	119 38	51	43	46	48	30	48	34	47	36	45
W64B 64	14	10	11	19 6	10	8	10	10	3	5	10	14	10	13
MISC 96	3	2	2	3 1										
HUT/PUT	100	70	74	151 48	62	52	56	58	33	53	44	60	47	59

TIME STATION	MEN										ADULTS				TEENS		CHILDREN	
	18-24 000 PCT	25-34 000 PCT	35-44 000 PCT	45-54 000 PCT	55-64 000 PCT	65-74 000 PCT	75-84 000 PCT	85-94 000 PCT	95-104 000 PCT	105-114 000 PCT	18-24 000 PCT	25-34 000 PCT	35-44 000 PCT	45-54 000 PCT	15-19 000 PCT	20-24 000 PCT	5-14 000 PCT	15-19 000 PCT
9AM-NOON																		
WRC 4	1	1									1		1	1			7	14
WTTG 5																		
WJLA 7																		
WUSA 9											1		1	1			2	4
WDCA 20																		
WETA 26															2	8		
WSIT 42																		
WMOD 48	8	6	8	7	7	9	6	8	6	7	20	10	16	12	3	12	5	10
W64B 64											1		1	1				
MISC 96											23	11	19	14	5	19	13	27
HUT/PUT	10	8	9	8	7	9	6	8	6	7								
NOON-4PM																		
WRC 4											1		1	1			9	19
WTTG 5																		
WJLA 7	1	1																
WUSA 9																		
WDCA 20																		
WETA 26																		
WSIT 42																		
WMOD 48	25	20	22	20	17	22	16	20	17	20	46	22	34	24	8	31	2	4
W64B 64	3	2	3	3	1	1	2	3	2	2	6	3	2	1				
MISC 96	2	2	2	2	2	3	1	1	1	1	3	1	3	2			2	4
HUT/PUT	31	25	28	26	20	26	19	24	20	24	57	28	40	29	8	31	13	27
1PM-6PM																		
WRC 4											2	1	2	1			9	19
WTTG 5																		
WJLA 7	1	1																
WUSA 9																		
WDCA 20																		
WETA 26																		
WSIT 42																		
WMOD 48	30	24	28	26	20	26	20	25	21	25	55	27	39	28	8	31	2	4
W64B 64	3	2	3	3	1	1	3	4	3	4	7	3	2	1				
MISC 96	2	2	2	2	2	3	1	1	1	1	3	1	3	2				
HUT/PUT	39	31	35	32	24	31	23	29	25	30	69	33	47	34	8	31	11	23
4PM-7PM																		
WRC 4	1	1	1	1	1	1					1		1	1				
WTTG 5	2	2	2	2	2	3					3	1	3	2	1	4	12	25
WJLA 7	1	1																
WUSA 9	1	1	1	1	1	1					1		1	1				
WDCA 20	1	1	1	1	1	1					1		1	1				
WETA 26																		
WSIT 42																		
WMOD 48	43	35	38	35	26	34	28	35	30	36	70	34	47	34	8	31	2	4
W64B 64	3	2	3	3	1	1	3	4	3	4	8	4	4	3				
MISC 96	1	1	1	1	1	1	1	1	1	1	2	1	2	1				
HUT/PUT	53	43	48	44	33	43	32	40	34	40	88	43	60	43	9	35	13	27
7PM-11PM																		
WRC 4	2	2	2	2	2	3					2	1	2	1				
WTTG 5	2	2	2	2	2	3					2	1	2	1	1	4		
WJLA 7																		
WUSA 9	2	2	2	2	2	3					2	1	2	1				
WDCA 20	2	2	2	2	2	3	2	3	2	2	2	1	2	1				
WETA 26																		
WSIT 42	1	1	1	1	1	1					1		1	1				
WMOD 48	55	44	49	45	33	43	37	47	39	46	94	46	63	45	8	31	5	10
W64B 64	10	8	10	9	1	1	10	13	10	12	18	9	3	2				
MISC 96	1	1	1	1	1	1	1	1	1	1	1		1	1			1	2
HUT/PUT	73	59	66	60	42	55	49	62	52	62	122	59	75	54	9	35	7	14

STATION	TIME PROGRAM	SETS IN USE SHARE	HOUSEHOLD		TOT PER NEW RTG 000 PCT	18+		18-49		50-64		65-74		75-94	
			NUM	RTG		NUM	RTG	NUM	RTG	NUM	RTG	NUM	RTG		
9:00 A.M. - NOON															
WRC	4	4	1	1	2	1	2	2							
WTTG	5	4	1	1	4	1	1	1	1	1	2				
WJLA	7	4	1	1	1										
WUSA	9														
WDCA	20	4	1	1	5	2	1	1	1	1	2	1	1	1	1
WETA	26				2	1									
WSIT	42														
WMOD	48	83	21	22	28	9	15	13	15	16	11	18	12	16	12
W64B	64														
MISC	96														
HUT/PUT		100	23	24	43	14	18	15	16	17	13	21	13	18	13
NOON - 4:00 P.M.															
WRC	4	4	2	2	9	3	2	2	2	2	3				
WTTG	5														
WJLA	7														
WUSA	9	2	1	1	2	1									
WDCA	20														
WETA	26	2	1	1	2	1									
WSIT	42														
WMOD	48	78	37	39	53	17	10	8	9	9	7	11	7	10	8
W64B	64	6	3	3	8	2	2	2	2	1	2	3	2	3	3
MISC	96	6	3	3	8	2	1	1	1	1	2	1	1	1	1
HUT/PUT		100	41	43	75	24	14	12	13	13	8	13	10	14	10
1:00 P.M. - 6:00 P.M.															
WRC	4	2	1	1	1		1	1						1	1
WTTG	5	3	2	2	7	2	2	2	2	1	2				
WJLA	7				1										
WUSA	9	2	1	1	2	1									
WDCA	20	2	1	1	4	1									
WETA	26	2	1	1	4	1									
WSIT	42														
WMOD	48	76	44	46	70	22	17	14	17	18	11	16	14	19	15
W64B	64	10	5	5	11	3	4	3	3	3	1	2	3	4	5
MISC	96	3	2	2	3	1	1	1	1	1	2	1	1	1	1
HUT/PUT		100	49	52	102	32	25	21	22	23	15	24	19	26	21
4:00 P.M. - 7:00 P.M.															
WRC	4	3	2	2	2	1	2	2	1	1	2	1	1	2	3
WTTG	5	4	3	3	8	3	2	2	2	2		1	1	1	1
WJLA	7	1	1	1	2	1									
WUSA	9	1	1	1	2	1									
WDCA	20	3	2	2	8	3	1	1	1	1		1	1	1	1
WETA	26	1	1	1	7	2									
WSIT	42														
WMOD	48	73	51	54	93	29	36	30	34	35	23	37	28	38	29
W64B	64	13	9	9	18	6	8	7	5	5	3	5	5	7	8
MISC	96	1	1	1	2	1	1	1	1	1	1	2	1	1	1
HUT/PUT		100	57	60	141	44	49	41	43	45	28	45	36	48	40
7:00 P.M. - 11:00 P.M.															
WRC	4	2	1	1	1		1	1	1	1	2	1	1	1	1
WTTG	5	3	1	1	4	1	2	2	2	2	3			1	1
WJLA	7	3	2	2	5	2	2	2	2	2					
WUSA	9	2	1	1	1		2	2	2	2	3				
WDCA	20	2	1	1	2	1	1	1	1	1			1	1	1
WETA	26	2	1	1	5	2	1	1	1	1			1	1	1
WSIT	42														
WMOD	48	72	44	46	81	26	37	31	33	34	22	35	24	33	26
W64B	64	13	8	8	19	6	10	8	5	5	5	8	5	7	10
MISC	96	7	4	4	6	2	3	3	3	3	1	2	2	3	2
HUT/PUT		100	66	69	123	39	53	45	44	46	30	48	32	44	40